

Year: 2024

Volume: 6

Issue: 3

Pages: 221-231

Article Received Date: May 17, 2024

Article Accepted Date: December 10, 2024

Article Published Date: December 30, 2024

Doi: 10.38009/ekimad.1485779

Research Article

The Relationship Between Narcissism and Entrepreneurship in Generation Z

Zeynep Baysal*

Yahya Fidan**

Abstract

Individuals in Generation Z are known as future leaders who play an important role in the world society. The relationship between the entrepreneurial tendencies and narcissistic traits of this generation can provide important clues about the future role of young people and the development of entrepreneurial culture in society. Entrepreneurship is critical for innovation and economic growth. The impact of narcissistic traits in Generation Z on entrepreneurial tendency and success is important for economic growth and the future of business. A good and accurate understanding of this relationship allows for the development of more effective entrepreneurship support and education programs for young people. Customized training and mentoring programs for Generation Z individuals with narcissistic traits can better unlock their potential entrepreneurial talents. More efficiency can be achieved by using this potential in the right field. The impact of narcissistic traits on the risks and opportunities encountered in entrepreneurship may affect the success momentum of entrepreneurs and contribute to a faster and more efficient path. Individuals with normal narcissistic personality traits are not considered to be more successful in entrepreneurial activities.

Keywords: Generation Z, Narcissism, Entrepreneurship

Jel Classification: M1, M12, C12

*Master's Degree, Istanbul Ticaret University, Institute of Social Sciences, Department of Business Administration, zybaysal@gmail.com ORCID ID: 0009-0005-0177-6323

** Prof. Dr., Istanbul Ticaret University, Faculty of Business, Department of Business Administration yfidan@ticaret.edu.tr ORCID NO: 0000-0002-5012-3629,

Cite: Baysal, Z. & Fidan, Y. (2024) The Relationship Between Narcissism and Entrepreneurship in Generation Z. *Ekonomi İşletme ve Maliye Araştırmaları Dergisi*, 6(3), 221-231

Z Kuşağında Narsizm ile Girişimcilik İlişkisi

Öz

Z kuşağı bireyler, dünya toplumunda önemli bir rol oynayan ve geleceğin liderleri olarak bilinen bir nesildir. Bu neslin girişimcilik eğilimleri ve narsistik özelliklerinin ilişkisi, gençlerin gelecekteki rolü ve toplumda girişimcilik kültürünün gelişimi hakkında önemli ipuçları sağlayabilir. Girişimcilik; yenilikçilik ve ekonomik büyüme için kritik öneme sahiptir. Z kuşağındaki narsistik özelliklerin, girişimcilik eğilimi ve başarısı üzerindeki etkisi, ekonomik büyüme ve iş dünyasının geleceği için önem teşkil eder. Bu ilişkinin iyi ve doğru anlaşılması, gençler üzerinde daha etkili girişimcilik destek ve eğitim programlarının geliştirilmesine fırsat tanır. Narsistik özelliklere sahip Z kuşağı bireyler için özelleştirilmiş eğitim ve mentorluk programları, potansiyel girişimcilik yeteneklerini daha iyi açığa çıkarabilir. Bu potansiyeli doğru alanda kullanarak daha fazla verim sağlanabilir. Narsistik özelliklerin, girişimcilikte karşılaşılan riskler ve fırsatlar üzerindeki etkisi, girişimcilerin başarı ivmesini etkileyebilir, daha hızlı ve verimli yol olmasına katkı sağlayabilir. Normal narsizm kişilik özellikleri gösteren bireylerin girişimcilik faaliyetlerinde daha başarılı olduğu düşünülmemektedir.

Anahtar Kelimeler: Z kuşağı, Narsizm, Girişimcilik

Jel Sınıflandırması: M1, M12, C12

1. Introduction

In a world that is changing and developing day by day, the characteristics of the new generation change accordingly due to technological, economic, social, and political events. Since the aforementioned changes also manifest themselves in working life, it is foreseen that institutions and workplaces should determine the expectations of the new generation from business life, the way they are motivated and make new studies and arrangements accordingly. The demand of Generation Z, which is still new in today's working life, is to work in institutions and organizations that organize conditions according to motivational factors, understand and accept them, respond to their demands, and provide them with opportunities in terms of personal development, personal rights, and education. Generation Z individuals' free-thinking, their tendency not to think too much about the end, their risk-taking nature, and their courageous attitude to try companies with the characteristics they are looking for greatly affect the employee loyalty rate of the institutions or organizations they work for (Lesinskis et al., 2023).

Considering that Generation Z is a new generation of employees, the generations to come will not be similar to the older generations, and the business lives of these individuals will affect both the nuclear families they will establish and their parents with whom they have ties, being more productive by working in businesses that are suitable for their personality traits and new living conditions has become an issue that concerns not only the individuals or businesses of this generation but also all individuals who are in social relations in a changing and developing world (Leslie et al., 2021).

Today, the behaviours and attitudes of employees in organizations have great material and moral effects on businesses. Especially negative and unethical behaviours exhibited by unhappy employees who cannot adapt to the system cause great losses in businesses. Incompatible relationships between employees, unethical behaviours, and low motivation damage both interpersonal social relations and systems (Treviño & Weaver, 2001, p.656). It has been observed that companies that have achieved harmony among their employees, have sustainable sources of motivation, and follow new trends in personal development and training increase their productivity by a wide margin compared to companies that have not been able to develop in these areas.

It is not possible for every business to create an employee population suitable for its personality type and to build all its facilities only in line with the wishes of the employees. For this reason, it would be very beneficial to increase the number of training, protocol or consultancy services that will enable young people who are interested in entrepreneurship or who aim to create new entrepreneurial activities in enterprises to correctly identify their personality traits before graduation and business

life, to advise them in choosing a profession or task suitable for these characteristics, and to create a road map for people with entrepreneurial spirit (Racolça-Paina and Irini, 2021).

Based on the study findings, it has been observed that individuals with narcissistic personality traits, contrary to what is talked about in society, provide gains that will create a positive impact when they exist at a healthy level. Individuals with healthy narcissistic traits should first get to know themselves correctly, discover their deficiencies and excesses, and their desire to participate in entrepreneurial activities in accordance with these traits and within their possibilities can be made more efficient with an objective analysis.

Competitive, self-confident, and enjoy being in the spotlight characteristics of the healthy narcissistic personality are beneficial in the field of entrepreneurship and help to establish a system that transfers the existing energy to service recipients who are highly motivated, take controlled risks and make a difference, and thus bring continuity.

In this study, it has been attempted to investigate how the demand for entrepreneurship in business life by Generation Z individuals, especially those with narcissistic personality traits among these individuals, who make a rapid entry into society with their value judgments, will affect other individuals belonging to their generation, other members of society and businesses in social relations of all ages. Although the results of the study are not conclusive, the strong relationship between the variables has led to the conclusion that this issue will be the subject of further research. Further, it has been concluded that in the medium and long term, both the young generation will make relatively correct decisions in business life and new entrepreneurs will provide efficiency by making an analysis based on personality traits when starting a business and when organizations select their employees, even if it cannot be fully determined.

2. Generation Z Traits

People have been interacting with each other and their environment for centuries to sustain their lives. In this process, they were both affected by the events and shaped the course of events in the society they lived in. The social events in which they experienced have changed the way people live, and it has also been observed that people living in the same period react similarly to events. The concept of generation emerged with the studies conducted in line with these findings (Taş & Kaçar, 2019, p. 646). As a result of sociological studies, a generation can be defined as a group of people who have lived in the same period for about 25-30 years, forming age groups. According to another definition, a generation refers to a group of individuals who were born in a certain period of time, who have been affected by the social events that took place in this period of time, and who have similar characteristics and worldviews (Zemke, Raines, & Filipczak, 2013, p. 78). The similarities created by living in the same period also support stronger ties in social relations.

The name of the generation was chosen as ‘Generation Z’, the last letter of the alphabet, by USA Today, a media company in the USA, which organized a naming contest for the latest generation in the virtual environment, which caused the name to spread further (“Generation Z”, 2022). Contrary to being the generation that coincides with a period of declining birth rates, 35% of Türkiye's population belongs to Generation Z (TÜİK, 2022a, 2022b).

Generation Z has traits that are different from other generations and cannot be generalized. Some of the most common traits are as follows;

- Since they were born right into the digital world, they can be called the real natives of this world.
- The way they dress, the way they talk, the games they play, the places they live, and the way they argue are different and reflect their world.

- They can communicate quickly with the world and are comfortable and experienced in online environments. They have high visual literacy as they spend a lot of time in virtual environments. They like to use abbreviations and special symbols in written communication. They get bored with texts and prefer pictures, animations, and videos. In general, they do not like reading.
- Since instant communication, social media and digitalization have changed the concepts of time, they are impatient individuals who cannot tolerate waiting. They prefer online communication instead of face-to-face communication.
- Since they prioritize individual feelings rather than social values and share all their lives in the virtual environment, they are weak on issues such as confidentiality, ethics, and privacy. The sense of shame among individuals decreased and the sense of jealousy increased with these attitudes and behaviours.
- They reject traditional education and underestimate the educator because they have easy access to information. They want to learn through stories or games instead of memorization. They do not read the information and documents they need to read but review them. A teacher who does not adopt an attention-grabbing style of education is defeated from the start against this generation.
- They were born with older mothers and fewer family members. They are lonely individuals with poor human relations and manual dexterity.
- There has been a rapid increase in the rate of attention deficit and hyperactivity disorder diagnoses with this generation (Kuran 2019). Today, this situation has been the subject of many studies due to the number of cases.
- According to studies, it has been revealed that Generation Z individuals with low-income groups listen to arabesque and rap music, while individuals with high-income groups listen to rock and pop music (Kuran 2019). It has been revealed that different music preferences have an impact on personality traits.
- Dreamer-spirited risk perceptions are low. For this reason, they have developed an entrepreneurial spirit.
- The concept of nomophobia (fear of being without a phone) emerged for the first time with this generation in a study conducted in England in 2008 (King et al., 2010: 52) and has increased its severity and reached today.

3. Normal (Healthy) Narcissism

As with the definition of narcissism, there have been different studies and opinions on its types. The ideal level of self-esteem was defined as normal narcissism by Campbell and Miller (Campbell & Miller 2011). Whitbourne described normal narcissism as ‘a kind of situation that provides the opportunity to experience emotions to the fullest, to pursue goals, and the ability to look positively at the Universe’ (Whitbourne 2012). Kernberg is a psychiatrist specializing in personality disorders and distinguishes between normal and pathological narcissism. According to Kernberg, normal narcissism is having a healthy pride in one’s achievements and oneself and having a good sense of self (Kernberg, 2016). In this way, it is a feature that feeds the person’s sense of self-confidence.

According to Rozenblatt, normal narcissism is the feeling that the person is in harmony with both himself/herself and his/her close environment and that he/she can meet the expectations of the people around him/her (Rozenblatt, 2002). While individuals with normal narcissism can be both successful and ambitious, they are also stated as individuals who know themselves well, have realistic expectations, do not damage their self-confidence in the face of criticism, on the contrary, feed

themselves in areas where they are deficient and reach satisfaction. People with normal narcissistic personality traits care about positive opinions and thoughts about themselves instead of focusing on the opinions and thoughts of others, thus satisfying their self-confidence (Akhtar, 1989). They filter external comments with their own emotions and accept the necessary ones as self-criticism.

Enjoying one's hobbies, creating completely personal pursuits, being proud of others' achievements, sharing one's feelings with others, meeting the expectations of the people around them in the right way and gaining experience are also common traits of individuals with normal narcissism (Koç Ekinci, 2018:4). In other words, narcissism is known to be necessary and beneficial as long as it is at a certain level, and it creates a shield to prevent damage to self-confidence. In normal narcissism, people feel pleasure by overcoming the challenges they face and do not feel ashamed of their shortcomings. They can also enter into new expectations without losing touch with reality and are happy to respond to the expectations of the people around them.

4. Entrepreneurship

Entrepreneurship is an integrated concept that permeates the individual and society with an innovative perspective. It is a revolutionary perspective on the way of doing business (Kuratko, 2007). One researcher defines entrepreneurship as the fulfilment of tasks with the desire to achieve specified goals and the management of processes to achieve goals (Erboy 2013). Bygrave and Hofer consider entrepreneurship as the effort, purpose, initiative, and activities related to the discovery of opportunities or the restructuring of the organization (Bygrave, Hofer, 1992). Entrepreneurial endeavour refers to the key challenges that entrepreneurs have faced and will face and indicates their ability to take risks to support innovation and fundamental change to gain a competitive advantage for their businesses (Covin and Slevin, 1991). According to the famous author Julian Birkinshaw (1997), entrepreneurship includes the ability to take risks, proactivity, and innovative action activities. With all these definitions, entrepreneurship is an organization's determination and success in seizing opportunities that lead to innovation and skill building (Kuratko, 2007). Many studies emphasize the importance of entrepreneurial activities for all businesses, but they should be supported by many features such as determination to achieve the set goals, risk-taking, ability and innovation (Fernald, Solomon and Tarabishy, 2005). It is stated that entrepreneurship activities will prepare the ground for economic growth with innovations focused on solving social problems, and production that provides competitive advantage to businesses (Kosa 2019). Entrepreneurship is the ability to foresee the opportunities arising from the environment in which we live, to produce dreams from these predictions, to turn dreams into designs, to carry these designs into daily life and to have the ability to facilitate the life of the individual (Bozkurt, 2000). The fact that the imagined subject is suitable for the time and opportunities will bring success.

5. Method

5.1. Population, Sample and Data Collection Tools

The study was conducted on 304 university students between the ages of 18-23, known as Generation Z, through an online survey method. Due to the subject of the study, students outside the vocational group faculties were tried to be selected. Volunteerism was taken into consideration and only volunteer students participated in the survey. The survey form consists of 3 sections including demographic questions. In the first section, there are 7 demographic questions about gender, age, parental education level and profession, and the university where the student studied. In the second section, there is a scale adapted by Yahya Fidan (Fidan, Çetin, Engin 2015) in 2005 with 18 statements to measure students' attitudes towards entrepreneurship. In the third section, the Narcissistic Admiration and Rivalry scale, developed by Back et al. (2013) and translated into Turkish by İbrahim Demirci and Füsün Ekşi in 2017, measures the interrelated dimensions of admiration (activity) and rivalry (hostility). The scale has two forms, 18 items and 6 items. The scale is scored according to a 6-point Likert-type scale. The admiration dimension of the scale consists of grandiosity, uniqueness,

and attraction sub-dimensions. The competition dimension consists of aggression, superiority, and devaluation dimensions.

This study measures participants' attitudes towards entrepreneurship and the relationship between Narcissistic Admiration and Competition and the dimensions of grandiose narcissism, admiration (activity) and competition (hostility). It analysed how demographic variables affect these measurements and the details of the relationship.

5.2. Findings

Data were analysed with the SPSS 27.0 program and 95% confidence level was used. Frequency (n) and percentage (%) statistics were given for categorical (qualitative) variables, and mean, standard deviation (SD), minimum and maximum statistics were given for numerical (quantitative) variables. Pearson correlation test, independent groups t-test, and one-way ANOVA tests were used in the study. In the study, an independent groups t-test was used in the comparison of the entrepreneurship questionnaire, narcissistic admiration and competition scale and sub-dimension scores according to demographic characteristics and study information, and the Pearson Correlation test was used in the relationships between one-way ANOVA scale scores. Independent groups t-test is a test technique used to compare two independent groups in terms of a numerical (quantitative) variable. One-way ANOVA is a test technique used to compare k (k>2) independent groups in terms of a numerical (quantitative) variable. Pearson correlation is a test technique used to determine the direction and severity of the relationship between two quantitative variables. If it is used for hypothesis testing, it is seen as a predictive technique (H. Şencan 2007).

Table1: Distribution of Demographic Characteristics

		n	%
Your Gender?	Female	199	65,5
	Male	105	34,5
Your Age?	18-20	147	48,4
	21-23	132	43,4
	24-26	18	5,9
	27 and above	7	2,3
Your father's education level?	Primary education	83	27,3
	Secondary Education	118	38,8
	Associate degree	33	10,9
	Undergraduate	61	20,1
	Postgraduate	9	3,0
Your mother's education level?	Primary education	155	51,0
	Secondary Education	100	32,9
	Associate degree	22	7,2
	Undergraduate	23	7,6
	Postgraduate	4	1,3
The university you study at?	Atatürk University	6	2,0

	Erzincan Binali Yıldırım University	263	86,5
	Marmara University	1	0,3
	Ege University	0	0,0
	Karatay University	0	0,0
	Sütçü İmam University	0	0,0
	Karadeniz Technical University	0	0,0
	Other	34	11,2

65.5% of the participants were female and 34.5% were male. When we look at the age distribution, 48.4% of the participants are between the ages of 18-20 and 43.4% are between the ages of 21-23. Other age groups are represented to a lesser extent; 5.9% of the participants are in the 24-26 age group, while 2.3% are in the 27 and above age group.

When the education level of the fathers was analysed, 38.8% of the participants' fathers were secondary school graduates, while 27.3% were primary school graduates. Fathers with associate degrees accounted for 10.9%, while fathers with undergraduate degrees accounted for 20.1%. Fathers with postgraduate education were the least represented group with a rate of 3.0%.

The education level of the mother also shows a similar trend. While 51.0% of the participants stated that their mothers were primary school graduates, 32.9% of the mothers were secondary school graduates. Mothers with associate, undergraduate and postgraduate degrees represent 7.2%, 7.6% and 1.3%, respectively.

When we look at the university where the participants study, the highest proportion of participants study at Erzincan Binali Yıldırım University (86.5%). Other universities were represented at lower rates; Ataturk University accounted for 2.0% and other universities accounted for 11.2% in total.

Table 2: The Relationship between Entrepreneurship Survey, Narcissistic Admiration and Competition Scale and Subscale Scores

		Entrepreneur Factor1	Entrepreneur Factor1	Entrepreneurship Survey	Narcissistic Admiration and Competition Scale Factor1	Narcissistic Admiration and Competition Scale Factor1	Narcissistic Admiration and Competition Scale
Entrepreneur Factor1	r	1					
	p						
Entrepreneur Factor2	r	,426**	1				
	p	0,000					
Entrepreneurship Survey	r	,874**	,812**	1			
	p	0,000	0,000				
Narcissistic Admiration and Competition Scale Factor1	r	,523**	,313**	,506**	1		
	p	0,000	0,000	0,000			
Narcissistic Admiration and Competition Scale	r	0,078	,272**	,196**	,407**	1	
	p	0,175	0,000	0,001	0,000		

Competition Scale Factor2							
Narcissistic Admiration and Competition Scale	r	,377**	,350**	,431**	,864**	,812**	1
	p	0,000	0,000	0,000	0,000	0,000	

***p<0,001 , *p<0,05 there is a significant relationship, p>0,05 no significant relationship, Pearson correlation test*

6. Conclusion

In the ever-changing and developing world, the traits of the new generation change accordingly due to technological, economic, social, and political events. Since the changes also manifest themselves in working life, it is foreseen that institutions and workplaces should determine the expectations and motivation patterns of the new generation from business life and make new studies and arrangements accordingly. Today, the demand of Generation Z, which is still new in working life, is to work in institutions and organisations that organise conditions according to motivational factors, understand and accept them, respond to their demands, and provide them with opportunities in terms of personal development, personal rights, and training. The free-thinking styles of Generation Z, their tendency to act without thinking about the end, risk-taking structures, and courageous attitude to try businesses with the features they are looking for greatly affect the employee loyalty rate of the institutions or organisations they work for.

It should be taken into consideration that Generation Z is a new generation of employees, the generations to come will not be similar to the older generations, and the business life of these individuals will affect both the nuclear families they will establish and their parents with whom they have ties. Accordingly, being more productive by working in enterprises that are suitable for their personality traits and new living conditions is no longer an issue that concerns only the individuals of this generation or enterprises but has become an issue that concerns all individuals who are in social relations in a changing and developing world.

Today, the behaviours and attitudes of employees in organisations have great material and moral effects on businesses. Especially negative and unethical behaviours exhibited by unhappy employees who cannot adapt to the system cause great losses in businesses. Incompatible relationships between employees, unethical behaviours, and low motivation damage both interpersonal social relations and systems (Treviño & Weaver, 2001, p.656). It is thought that enterprises that have achieved harmony among their employees, have sustainable sources of motivation, and follow new trends in personal development and training increase their productivity compared to enterprises that have not been able to develop in these areas.

It is not possible for every business to create an employee population suitable for the personality type and to organise all its facilities only in line with the wishes of the employees. Therefore, it would be very beneficial to increase the number of training, protocol or counselling services that will enable young people who are interested in entrepreneurship or who aim to create new entrepreneurial activities in enterprises to correctly identify their personality traits before graduation and business life, to provide counselling in choosing a profession or task suitable for these characteristics, and to create a road map for people with high entrepreneurial enthusiasm.

Based on the findings, it has been observed that individuals with narcissistic personality traits provide gains that will create a positive effect when they exist at a healthy level, contrary to what is believed in society. Individuals with healthy narcissistic characteristics should first get to know themselves correctly, discover their deficiencies and excesses, and their desire to participate in entrepreneurial activities in accordance with these characteristics and within their possibilities can be made more efficient with an objective analysis.

Traits of a healthy narcissistic personality such as being competitive, self-confident, and enjoy being in the public eye provide benefits in the field of entrepreneurship, help to establish a system that is highly motivated, make a difference by taking controlled risks, transfers energy to people and thus brings continuity.

In this study, it has been tried to investigate how the generation Z individuals, who have made a rapid entry into society with their value judgements, especially those who have narcissistic personality traits among these individuals, demanding entrepreneurship in business life will affect other individuals belonging to their generation, other members of society and businesses in social relations of all ages. Although the results of the study cannot be generalised, it is concluded that the strong relationship between the variables will be the subject of further research, and in the medium and long term, it will be productive both for the young generation to make relatively correct decisions in business life and for new entrepreneurs to make analyses based on personality traits when starting to work and for organisations to make analyses based on personality traits when choosing their employees, even if they cannot be fully determined.

In the light of the data of the results, it can be claimed that individuals responsible for the education of Generation Z individuals, those who provide academic support to them, and community organisations that contribute to entrepreneurial activities should help individuals who are self-confident because they show healthy narcissistic characteristics, who can take controlled risks, who have strong communication because they like to be in the public eye, to help them operate in the field of entrepreneurship, to create a road map about the process, and to provide support at the point of determining the necessary needs will bring efficiency to both the individual and the business. Since it will contribute to the increase in the workforce, the use of the existing potential in the right field, and the provision of appropriate solutions to the needs, it is recommended to increase the studies to be carried out in this field, to establish new cooperation organisations in the field of entrepreneurship, to develop protocols that will create a balance of needs, goals and objectives with educational support.

Based on the results of the study, we can see the effect of the educational status of the parents on the child, and there is still some gender discrimination among employees and employers, no matter how much it is tried to be developed in our country. In addition, it is very important for Generation Z, which constitutes a significant portion of the world's population, to recognise their different traits, develop them, adapt to them and determine work areas accordingly.

AUTHORS CONTRIBUTION

The introduction and literature review sections of this study were written by the first author, and the other sections were written by the first and second authors.

DECLARATION OF CONFLICT OF INTEREST

There is no financial conflict of interest with any institution, organisation, or person and there is no conflict of interest between the authors.

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